

# Resource References

## **“Recycling Handbook For Business”**

California Chamber of Commerce  
Call (916 444-6670 to order

This book has excellent information on methods for conducting a waste assessment or developing and implementing a waste reduction plan.

## **“Measuring Program Outcomes”: A Practical Approach (Item #0989)**

United Way of America  
Call 1-800-772-0008 to order

This book gives a step-by-step approach in developing a system for measuring program outcomes and using results.

## **“Fostering Sustainable Behavior”**

Written by Dough McKenzie-Mohr and William Smith  
Call 1-800-567-6772 or visit web site at [www.newsociety.com](http://www.newsociety.com)

This book provides you with the necessary steps to implement a community-based social marketing as an alternative to information-based campaigns. While education and advertising can be effective in creating public awareness and in changing attitudes, numerous studies show that behavior change rarely occurs as a result of simply providing information. This book will help you identify the barriers and benefits to an activity, develop a strategy that utilizes tools that have been shown to be effective in changing behavior, piloting the strategy, and evaluating the strategy once it has been implemented across a community.

## **Other Resource Websites/Links**

California Integrated Waste Management Board Web site: [www.ciwmb.ca.gov](http://www.ciwmb.ca.gov)

Start a recycling program [www.bottlesandcans.com](http://www.bottlesandcans.com)

100 Top Recycling Sites: [www.100toprecyclingsites.com](http://www.100toprecyclingsites.com)

Environmental Protection Agency: [www.epa.gov](http://www.epa.gov)